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[BITCOIN](#) • APRIL 19, 2021, 12:49PM EDT

Time Magazine now accepts bitcoin and other cryptocurrencies for digital subscriptions

by [Yogita Khatri](#)



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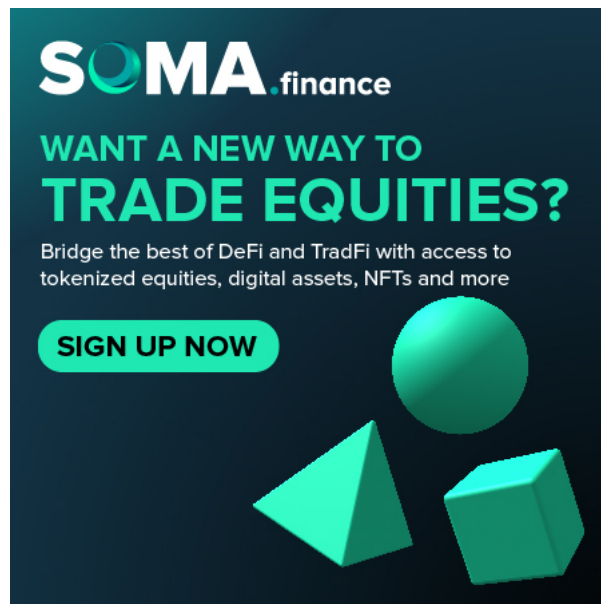
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THE BLOCK





The 98-year old publication Time Magazine now accepts bitcoin and other cryptocurrencies for digital subscription payments.

Announcing the news on Monday, [Time said](#) it has partnered with Crypto.com for the feature, which is currently only available in the U.S. and Canada. Global access is expected to be rolled out "in the next several months."

Time will accept all cryptocurrencies currently supported by Crypto.com Pay, a Crypto.com spokesperson told The Block. [These include](#) bitcoin, ether, dogecoin, XRP and litecoin, as well as DeFi tokens Uniswap, Aave, Balancer, and Compound.

Subscribers who pay with Crypto.com's native token CRO will get rewards of up to 10%, said Time.

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Time will keep accepted cryptocurrencies from subscribers. "Cryptocurrency payments for digital



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THE BLOCK



The publication is also partnering with crypto asset manager Grayscale on a new video series on the crypto space. Time will receive payment in the form of bitcoin and then hold the funds on its balance sheet, [according to Grayscale CEO Michael Sonnenshein](#).



ABOUT AUTHOR

Yogita is a senior reporter at The Block and covers all things crypto. Before joining The Block, Yogita worked for CoinDesk and The Economic Times. She can be reached at ykhatri@theblock.co. Follow her on Twitter [@Yogita_Khatri5](#).

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